Mock convertible from E&G Classics

E&G Classics, Inc., Columbia, Md., presents this simulated Cadillac Eldorado convertible. The car features a classic spare, Cadillac hub caps and deck straps.

GM asks for a break on '84 CAFE shortfall

By Heler Kahn
Washington Bureau Chief

WASHINGTON. — General Motors is currently projecting that it will miss the CAFE standard for 1984 cars by 2.3 MPG, but it is hoping to avoid either civil penalties or restricting market choice by carrying credits forward and back.

The CAFE standard for 1984 cars is 27 MPG.

GM's proposals to NHTSA suggest counting the vehicles made at the plant in Fremont, Calif., under its proposed joint venture with Toyota and using a projected 0.3 CAFE eight-year adjustment factor from EPA changes in test procedures.

The first catch is that — at presstime—the Toyota joint venture was still not settled and the earliest possible models which could carry back credits would be '85s.

The second catch is that EPA is proposing a 0.2 MPG industrywide CAFE adjustment—not the 0.3 MPG requested by GM —and, in addition, it is suggesting applying a ceiling for testing under accumulated mileage —which could well have the effect of lowering the CAFE adjustment factor below 0.2 MPG.

GM, as a full-line maker is facing relatively less demand for its smaller, high-MPG cars and also "can experience a more dramatic shift" than makers with fewer lines. Its estimates are based on present market conditions and continuing low fuel prices.

• GM also told NHTSA that it expects to exceed the light-truck fuel-economy standard for '84 models. It projects 20.7 MPG for both its two-wheel-drive and four-wheel-drive light trucks. (The standards are 20.3 MPG for 4x2 and 18.5 for 4x4.)

GM's expected 24.7 MPG for cars — short of the '84 standard of 27.0 MPG — occurs because customers are buying bigger cars. GM notes all the many changes it has made to double its fuel economy from a fleet average of 12.0 MPG in 1974 to the estimated 24.7 for '84 models.

GM said this is despite its continued investments while others have delayed their programs from one to three years because of the recession and shifting customer demand. GM said it can make more diesels and fuel-efficient gasoline-engine cars than customers are buying.

GM won't know its actual '84 MPG until the end of the model year production, but it hopes to use its leftover credits from the '81 and '82 model years, its current product plan (most of which is confidential) and the three-year carryback provision in the law.

Whether GM "will be able to minimize disruptive alternative programs in the coming years," GM said, depends upon the FTC and the EPA decisions.

If these do not coincide with GM assumptions, then "GM may be forced to choose between risking large civil penalties or failing to provide customers with the types of cars they demand."

• The latter, GM added, is "socially and economically irresponsible because of its potential devastating effect on employment and its minimal potential for improving energy supplies."

While some customers — diverted from big cars — might buy smaller ones, others might postpone buying or choose foreign cars, GM said.

Even counting those that might shift to smaller cars, GM said, the effect could be to forego production of 856,000 1984 GM vehicles and a loss of some 194,000 jobs in GM and supplier plants.

Another third of that number of jobs could occur in transporting cars to dealerships and in sales to customers, GM said, and those effects would ripple thr... the economy.

GM wants to count the Toyota-built cars coming from the Fremont plant presumably because they will carry the Chev-

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59th year — No. 5001

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New ways to hedge auto bets: Futures and sub-index options

By Kathleen Hamilton
Financial Editor

In a sense, the auto makers have it easy during worldwide auto slumps: They can lay off employes, continue to ship cars to dealers, stop paying dividends and delay payments to suppliers, thus shifting much of the burden of hard times away from themselves.

There is no such formula for suppliers. Some have diversified into defense or electronics, but such investments are expensive, long-term and hold no guarantee that their earnings and losses will swing counter to those in the auto industry.

Investors with stock portfolios heavy in autos have more of an opportunity to protect themselves from cyclical swings by diversifying their holdings. But again, the counterbalances are rather imperfect.

And neither supplier nor investor can easily protect himself from the unexpected swings in the auto market like those that baffled virtually every prognosticator during the most recent downturn.

But if commodities and stock exchanges get their ways, two new avenues of hedging one's auto bets may soon open up: Auto futures contracts and sub-index options based in part on auto stock performances.

• The first to file an application with the government for trading was the 102-year-old Coffee, Sugar & Cocoa Exchange, Inc., in New York. It wants to begin trading auto futures contracts in much the same way that Treasury bills, pork bellies and the Fortune 500 index of stocks are being traded today.

If approved by the Commodity Futures Trading Commission (CFTC)), the Coffee Exchange could begin trading as early as autumn, 1984.

The application, filed in June, is now hung up at the staff level of the CFTC and the public comment period is probably months away, according to Jean Webb, CFTC deputy secretary.

The CFTC staff has run into "major" problems with the application and is awaiting answers from the Coffee, Sugar & Cocoa Exchange, she said.

But Todd Petzel, chief economist for the exchange and designer of the contract, seemed undaunted by that news. Problems raised so far by the CFTC have been in definitions, not over the substantive question of whether auto futures contracts should be traded, Petzel said.

On that question, the CFTC has given the Coffee Exchange indications it does not object to the concept, he said.

Because of the novelty of auto futures, he expects the review process to take the full year allowable, although it could take longer if the CFTC raises "material" objections, he said.

• By the time trading begins, the Coffee Exchange will have invested millions of dollars and devoted more than two years to research.

It may take six months to two years, but the exchange expects to see volume of at least 10,000 trades a day, Petzel said.

Indeed, high volumes and lots of speculators are necessary to keep any futures market liquid and trading properly. Without speculators to take positions opposite those of the big, conservative bettors (i.e., suppliers) who are just trying to avoid risk rather than make big profits, a futures market won't work.

And that's part of the reason auto futures were chosen, Petzel said. Ten-day sales reports get widespread news coverage, auto suppliers number in the hundreds of thousands, auto jobs in the millions and investors millions more. All are potential futures traders.

But these are the same people the New York Stock Exchange will be hoping to lure with the basic industries sub-index options for which it is seeking Securities & Exchange Commission approval. More on that later. But like futures markets, options markets require high volumes of trading to be successful.

• There are other potential problems with auto futures.

In agricultural commodities trading, for example, the Department of Agriculture floods futures traders with information on rainfall, crop prices, inventories—in short, virtually every kind of information to make an intelligent decision. And the information is free.

The Commerce Department tracks the auto industry, but not nearly in such depth. Auto news is covered in the business press, but some traders question whether daily newspapers carry enough information for futures traders.

Production statistics — a big component of sales — are available only from the trade press with regularity.

Critics point to another potential snag: Sales numbers are often manipulated. Dealers can hold off reporting sales if they think an incentive program is coming. Zones, districts and even factories have been known to inflate a 10-day report or two. A single order from Hertz can inflate a month's sales total.

Some companies have even

Continued on Page 34, Col. 1

Today, cocoa beans; tomorrow, a corner on cars?

The Coffee, Sugar & Cocoa Exchange has petitioned the government to allow trading of futures contracts based on auto sales. If approved, by fall of 1984, suppliers could be hedging their guesses on the auto market in much the same way coffee merchants have been doing on the exchange floor in New York since 1882.

L-M plans new Topaz, two turbo Lincolns

By Joseph Bohn
Marketing Editor

Lincoln-Mercury's Mark VII and Continental turbodiesels and a new sport version of the Topaz will help to fuel the division's spring marketing drive.

Turbo versions of the Mark VII and Continental go into production Jan. 23. Availability is expected to build by early March. The cars have been delayed about a month from the original timetable, but have steadily received attention in ads.

They are expected to account for about 10 percent of volume in the Mark VII and Continental lines — originally slated for 45,000 and 18,000, respectively.

Currently, the division is developing a direct-mail piece on turbodiesel versions of both Continental and Mark VII which will be launched in February to prospects who expressed interest in diesels from previous direct-mail programs, said John Vanderzee, Lincoln-Mercury ad manager.

Vanderzee said a separate campaign is expected later, with merchandising materials for dealers as well, but full plans have not been finalized.

Similarly, ads are being prepared for the sport version of Topaz, which goes into production in mid-February.

Lincoln-Mercury will have new advertising on Cougar, Topaz, Continental and Grand Marquis for print and TV, being readied for spring.

Vanderzee described it as a "freshing" rather than a major change in strategy.

Major ad support will continue behind Cougar, Topaz and Mark VII — "the lead cars" — in the first quarter of 1983.

Generally, the division is holding to its media strategy of predominantly TV and magazine.

Young & Rubicam is the agency.

Hino to begin truck output in U.S. in Jan.

JACKSONVILLE, Fla. — Assembly of Japanese Hino medium trucks will begin here in mid-January after more than a month of "dry runs," and about 500 of the mid-range diesel units are expected to be produced during the year.

Hino American Distributors, Inc., a new subsidiary of Lisa Enterprises, Inc., Deerfield, Fla., will operate the plant and market the trucks. Lisa is also the parent firm of Southeast Toyota Distributors, Inc.

The trucks will be marketed initially in the Southeast, and a dozen dealers already have been signed. Eventually, Hino American plans to distribute the vehicles throughout the U. S.

Top officials of Hino Motors, Ltd., Japan's biggest big-truck manufacturer and a part of the Toyota Group, will attend ceremonies marking the opening of the Jacksonville operation.

Also on hand will be the dealers, representatives of supplier firms and government and community leaders.

Hino American will complete the assembly of the knocked-down Japanese trucks which will be shipped to Jacksonville.

• There will be three Classes 6 and 7 model straight trucks with gross-vehicle weight ratings from 25,500 pounds to 32,000 pounds.

Hino in-line six-cylinder diesels rated at 160, 180 and 200 HP will power the vehicles, with a six-speed manual the only transmission available at this time. An Allison automatic is

Continued on Page 29, Col. 1

McDonald to speak at '84 ATD convention

WASHINGTON.—F. James McDonald, General Motors president, will be the keynote speaker at the 21st annual convention and exposition of NADA's American Truck Dealers Division April 7-10 in Phoenix.

McDonald will be the principal speaker at the formal opening of the convention—TRX-'84—Saturday, April 7, in the Phoenix Civic Plaza.

Utilimaster's '84 walk-in van

Utilimaster Corp., Wakarusa, Ind., manufacturer of commercial vehicles and van conversions, has introduced an expanded line of walk-in vans for 1984. The firm now offers two different types of body construction for the varied needs of commercial customers. The vans feature a new adjustable three-way sliding door which is removable from the pocket.

No one truck fits all, major operator warns

CLEVELAND. — There is a clear trend in the freight-transportation business toward segmentation, specialization and consolidation of the industry into fewer, more diversified companies, according to Charles R. Marcoux, president, Leaseway Transportation Corp.

But while carriers are segmenting the market and striving to offer specialized services to freight shippers, he noted, truck manufacturers appear to be pressing hard for standardization, fewer options and a one-truck-fits-all attitude.

In doing so, said Marcoux, "suppliers are responding to a trucking industry that doesn't exist anymore.

"Thanks to deregulation and the recession, trucking companies have totally changed the way they regard their business," he added. "Everything from our marketing efforts and personnel policies to our view of long-range planning has been revamped. And we have most definitely taken a hard look at our vehicle requirements."

Marcoux spoke at the 1983 SAE truck and bus meeting/exposition as part of the blue ribbon panel focusing on the issue, "Commercial Vehicle Technology — Dimensions for Tomorrow."

He acknowledged that Leaseway Transportation has not been an easy company to sell to in the past because it was so diversified and decentralized. The company is working to centralize its purchasing function, he said, but if anything, the company is becoming more specialized, more diversified.

Moreover, he observed, other motor carriers which once offered a single type of service, and therefore had uncomplicated equipment requirements, also are becoming more diversified.

"While Leaseway may have been the exception among vehicle users in the past, the Leaseway model is fast becoming the rule in trucking," he said. "The 'pure plays' are disappearing; the complicated companies are coming."

Marcoux chided the equipment manufacturers for a my-

Continued on Page 29, Col. 4

Automatic cover for truck beds

Cover Pools, Inc., Salt Lake City, has developed a Save-T Cover for pickup truck beds. The heavy-duty automatic cover, which works much like a horizontal window blind, is pulled out to protect the truck bed and contents, sliding on tracks less than a half-inch in diameter which are recessed below the sides of the truck bed.

Flxible moves to acquire Perfection-Cobey

HARRISBURG, Pa. — Harsco Corp. and Flxible Corp., a wholly owned subsidiary of General Automotive Corp., signed a letter of intent for Harsco to sell the assets of its Perfection-Cobey Co. Division, Galion, O., to Flxible.

The closing date is targeted for Jan. 31, 1984, with consummation of the sale subject to execution of a definitive agreement and approval of directors of both companies.

Perfection-Cobey produces truck bodies, including special service and all-steel body platforms, and hydraulic hoisting mechanisms. Flxible manufactures and markets advanced design transit buses and provides technical service, maintenance support and spare parts distribution to the transportation industry.

Harsco, which has 16 divisions, markets 22 varied classes of products and services, and its operations fall into four major industry segments: Primary metals, fabricated metals, construction and defense.

Mark J. Obert, Flxible president, said Perfection-Cobey will strengthen Flxible by providing

Continued on Page 30, Col. 1

truck industry news

In October, first 10 months

Truck registrations show dramatic gains

Registrations of new trucks of all types in the U. S. were significantly higher than a year ago in October and the 10-month period.

During the month, according to R. L. Polk & Co. statistics, 264,509 units were registered, an increase of 36.9 percent over the year-ago 193,243. There were gains in all three market segments.

Through October, 2,391,481 new trucks were registered, 21.4 percent higher than last year's 1,969,158 units. The 10-month count was up in two of the three market segments.

Light-truck registrations in October showed a gain of 37.3 percent over a year ago, 247,409 versus 180,140, with big increases in all three weight classifications.

The Group 1 total was 139,937 units up 30.7 percent over the year-ago 107,091. There were 104.911 Group 2 tallies, 46.7 percent higher than last year's 71,505. Group 3 was up 65.9 percent, from 1,544 units in 1982 to 2,561.

Medium-truck tallies during the month totaled 4,885 units, an increase of 25.5 percent over the year-earlier 3,891.

• There were 27 Group 4 tallies in October, and none a year ago. The Group 5 total was 168, a gain of 171 percent over last year's 62. Group 6 was up 22.5 percent to 4,690 units, compared with 3,829 in 1982.

Heavy-truck tallies, losers in eight of the first 10 months of 1983, were dramatically higher in October, with strong gains in both weight classifications.

During the month, 12,215 vehicles were registered, an increase of 32.6 percent over last

Table on Page 30.

year's 9,212. Group 7 was up 31.9 percent, from 3,412 units in 1982 to 4,501. There were 7,714 Group 8 tallies, 33 percent higher than a year-earlier 5,800.

Through October, there were

Continued on Page 30, Col. 1

HD registrations in October up for second month

For the second consecutive month, the number of new heavy trucks registered in the U. S. in October topped those for the same month a year ago.

R. L. Polk & Co. reported that 12,215 Groups 7 and 8 trucks were tallied during the month, an increase of 32.6 percent over last year's 9,212 units. The October total also was the second highest of 1983, exceeded only by the 13,204 heavies registered in September.

The count in October was higher than a year ago for both heavy-truck groups.

There were 7,714 Group 8

Continued on Page 29, Col. 3

U. S. TRUCK REGISTRATIONS

10 MONTHS, 1983 VS. 1982★

	10 mos., 1983	Percent Share of '83 market	10 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	756,737	31.64	593,900	30.16	+ 1.48
Chevrolet	723,581	30.26	611,862	31.07	− 0.81
Dodge	205,298	8.59	182,999	9.29	− 0.70
GMC	200,676	8.39	172,939	8.78	− 0.39
Jeep	55,850	2.34	49,652	2.52	− 0.18
International	41,689	1.74	37,973	1.93	− 0.19
Mack	12,360	0.52	12,642	0.64	− 0.12
Freightliner	8,845	0.37	5,799	0.29	+ 0.08
Plymouth*	6,953	0.29	8,622	0.44	− 0.15
Peterbilt	6,252	0.26	4,603	0.23	+ 0.03
Kenworth	6,023	0.25	6,086	0.31	− 0.06
Mercedes-Benz	2,328	0.10	2,495	0.13	− 0.03
White	1,944	0.08	2,140	0.11	− 0.03
Volvo	1,287	0.05	558	0.03	− 0.02
Autocar	784	0.03	505	0.03	.....
Western Star	253	0.01	550	0.03	− 0.02
Miscellaneous**	360,621	15.08	275,833	14.01	+ 1.07
TOTALS	2,391,481	100.00	1,969,158	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

10 MONTHS, 1983 VS. 1982★

	10 mos., 1983	Percent Share of '83 market	10 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	24,932	24.02	23,943	22.37	+ 1.65
Ford	21,681	20.89	25,122	23.47	− 2.58
GMC	13,126	12.65	18,184	16.99	− 4.34
Mack	10,574	10.19	10,917	10.20	− 0.01
Freightliner	8,845	8.52	5,799	5.42	+ 3.10
Chevrolet	6,299	6.07	6,545	6.11	− 0.04
Peterbilt	6,252	6.02	4,603	4.30	+ 1.72
Kenworth	6,023	5.80	6,086	5.69	+ 0.11
White	1,944	1.87	2,140	2.00	− 0.13
Volvo	1,287	1.24	558	0.52	+ 0.72
Mercedes-Benz	799	0.77	827	0.77	.....
Autocar	784	0.76	505	0.47	+ 0.29
Western Star	253	0.24	550	0.51	− 0.29
Miscellaneous	996	0.96	1,262	1.18	− 0.22
TOTALS	103,795	100.00	107,041	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.

Specialist predicts quality will be taken for granted

CAMBRIDGE, Mass. — U.S. auto makers are imposing more rigid quality requirements on themselves and their suppliers, according to Harry W. Mathews Jr., an automobile industry specialist at Arthur D. Little, Inc.

Arthur D. Little is a multinational management and technology consulting firm.

Mathews predicts that by the 1990s, the wide gaps in quality will be reduced to the point where top quality on all cars will be taken for granted.

The reason, Mathews said, is that automotive manufacturers with lower standards of quality and reliability long since will have suffered catastrophic losses in sales and market share, some to the point of going out of business.

"What the public wants today is quality and reliability," said Mathews. "To get that they'll ignore brand name, product loyalty, even past relationships with trusted dealers."

He added that manufacturers are getting the message and are spending huge hums to meet the competition.

Mathews said that the trend toward higher quality is, in part, the product of a more knowledgeable consumer.

"Consumers have more access to information about automobiles than they had in the past," he said. "Data gathered by government and independent agencies receives wide publicity in the media, making it possible for buyers to assess new models throughout their development."

Mathews pointed out that some states have enacted lemon laws concerning repeated failures in new automobiles and said, "manufacturers who fail to recognize and respond to heightened consumer awareness and these new laws simply will not be around in the 1990s."

Model breakdown
Auction Averages

	DECEMBER TO DATE	NOVEMBER	OCTOBER
1983	$ 9,583	$ 9,086	$10,112
1982	6,445	7,035	7,653
1981	5,414	5,739	6,114
1980	4,734	4,813	5,185
1979	3,955	4,095	4,386
1978	2,959	3,187	3,316
1977	1,895	2,475	2,365
1976	1,290	1,791	1,868
Overall Average	$ 4,308	$ 5,059	$ 5,241

Used Car Sales
Auction Averages

December to date	$4,308
Month ago	$5,059
Year ago	$4,505

used-car auction directory

Display Rates: $68.50 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $21.50; 13 times, $20.00; 26 times, $18.00; 52 times, $15.00. For Frequency Display Rates contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next closing: Dec. 26 for Jan. 9 issue.

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Dallas Auto Auction, Inc.
4226 East Main, Grand Prairie, Texas 75050
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Planning A Big Sale?

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Employers, insurance firms could collaborate on plan

Study says incentives boost belt use

By A. S. Plotkin
Staff Correspondent

CAMBRIDGE, Mass. — More people might be induced to use seat belts if major employers collaborated with insurance companies in programs to produce potential extra insurance benefits or premium reductions for belt wearers, according to a study by two economists at DOT's Transportation Systems Center here.

The report said employers are "in a unique position to influence" drivers to buckle up.

It concluded that the idea has potential "because individuals usually respond to financial incentives, and because insurance companies could substantially reduce their motor-vehicle-related loss payments if safety belt usage could be increased."

The study was sponsored by NHTSA's Office of Driver and Pedestrian Research. It assessed the feasibility of incentives which could be offered by auto, life, health and workers' compensation insurers and indicated that the two latter types show the most promise.

Estimates of annual potential loss claims savings per case to insurers include $200 in workers' compensation and $32 to $54 on a comprehensive family health insurance premium. Potential per case savings were $12 to $50 in auto insurance and about $4 in life insurance.

The authors of the report, Philip S. Coonley and Carol Gurvitz, cautioned that it is unlikely that any insurance company will offer "substantial upfront incentives, such as premium discounts, for those who claim to be belt wearers."

Although reductions in premiums for using seat belts would be desirable both in terms of attracting customers and increasing seat belt usage, Coonley and Gurvitz said, "there are serious problems associated with trusting the insured's commitment to wear belts and denying claims settlements to those insureds who are injured while not wearing belts."

But before sizeable joint efforts of major insurers and employers are undertaken, they advised, considerable new belt-related data should be gathered, such as:

1. The distribution of motor-vehicle injury and mortality costs among the various type of insurers.

2. Loss claims data of belt wearers and non-belt wearers by demographic characteristics.

3. Employer costs of motor-vehicle injuries and fatalities both at work and off-the-job, and the ability of safety belt programs to reduce these costs.

4. Mortality data for belt wearers as opposed to non-belt wearers.

All this belt-related data should be collected, the report said, in cooperation with insurers and employers "and should be widely disseminated so employers will better appreciate the substantial potential economic benefits of safe driving and belt usage."

Recommended also were evaluation of existing insurance incentives relating to safety belts and child restraint systems for their effectiveness in increasing restraint usage, attracting belt-wearing customers and reducing loss claims.

In particular, evaluation of these specific programs was urged:

1. The recent offer of Nationwide Mutual Insurance Co., Columbus, O., of additional death benefits, medical payments and family compensation to belt wearers.

2. The incentive program of Blue Cross-Blue Shield of Oregon, called "Wellness," for its own employes, involving accumulation of "points" for certain good health practices, including a commitment to wear auto safety belts.

3. The official policy of Vermont of denying workers' compensation benefits to state employes who are killed or injured without safety belts while driving on the job.

4. Selection of a health insurance program involving child restraint, parental safety belt education and safety belt "loaner" and giveaway" programs.

The report observed that the insurance industry has a very large stake in cutting the costs of motor vehicle accident-related injuries and deaths. Even on the basis of incomplete data, the authors estimated, $12.8 billion was paid out by private insurers for motor-vehicle injuries in 1980.

Federal data shows that belt wearers have about one-quarter the incidence of fatal or serious auto injuries as do unbelted occupants.

Coonley and Gurvitz did not think much help for their proposal might be found among the ranks of the various state insurance commissions, "whose mandate is to oversee the financial viability, marketing behavior and claims settlement process of insurance firms."

"They generally are more concerned about the potential of incentives to confuse consumers than about their potential to change driver behavior," the authors said.

Although cuts in premiums for usage of belts would be desirable both for attracting customers and for increasing belt use, the auto insurance industry's reluctance "to offer upfront premium reductions seems reasonable in light of problems associated with either completely trusting the insured's commitment to wear safety belts or in denying a portion of coverage to those insureds who are injured while not wearing a safety belt."

The report noted the "inconsistency between attitudes toward safety and belts and belt-usage behavior" among U.S. drivers. Surveys show that the overwhelming majority of the drivers believe that belt usage enhances safety, but current actual usage is only about 11 percent.

Because most people do not think they will be killed or badly injured on an average trip, "it is perhaps not surprising that most people find belt use to be unworthy of the time, and possible discomfort involved."

"Incentives represent a way to develop an immediate or near-term payoff for safety belt usage," the study said. "The public has positive attitudes toward safety belts and recognizes that they can contribute to injury reduction.

"To be effective," the report continued, "safety belt promotions must focus on motivating people to actually use safety belts. Incentive schemes must try to make the perceived payoff more immediate and to balance the equation between behavior and reward."

Some employer incentive programs aimed at getting employes to wear belts while off the job have achieved considerable success, the report noted.

The "rewards" included discount coupons donated by fast-food chains and percentage coupons for more valuable prizes. In some cases, the value of prizes "has been a function of the group belt-use rate." Rewards were applied repeatedly, usually daily, for a period of time, followed by a period of intermittent reinforcement.

The plans for implementing the programs were developed by employes, and drew considerable publicity, with contest winners getting recognition.

Safety center publishes guide to bumper protection

WASHINGTON. — A guide to bumper protection on almost every 1984 car to be sold in the U.S. has been published by the Center for Auto Safety.

The center ranked Ford Motor Co. as the "best domestic" with all but one of its 1984 models, the Escort Turbo, having 5-MPH bumper protection.

Honda and Volvo were rated as the "worst," as they were the only ones which went to 2.5-MPH bumpers on all of their 1983 and 1984 models. Mercedes-Benz was termed "the luxury loser" with 2.5-MPH bumpers on its cars. Chrysler Corp. and General Motors had the weaker bumpers on most models, but kept 5-MPH bumpers on some cars.

The center gathered the information for its 1984 Car Book, which is to be released in January. The group is currently in court seeking a return to the 5-MPH bumper standard which NHTSA reduced to 2.5-MPH in 1982.

Chrysler for Bakersfield

Derrill Van Wyk, seated, signs a contract with Chrysler Corp. for a Chrysler-Plymouth franchise in Bakersfield, Calif. A veteran Volkswagen and Mazda dealer, Van Wyk will operate as Van Wyk's of Bakersfield, Inc. Van Wyk's father, Arthur, center, operated a Dodge dealership in Inglewood, Calif., in the 1960s. Looking on are Bruce Hultman, Chrysler's Los Angeles zone dealer operations specialist, and Jan Thompson, dealer placement manager for the Los Angeles zone.

Calspan, New York State U. organize research center

ALBANY. — The Research Foundation of State University of New York, the University's Center at Buffalo (UB) and Calspan Corp., of Buffalo, have formed a nonprofit, research corporation to contribute to the state's industrial and economic development and to increase university-industry cooperation.

The corporation is known as the Calspan-UB Research Center, Inc.

It will have access to a combined technical and scientific pool of more than 3,000 personnel, including scientists and engineers as well as Ph.D. and M.S. candidates in scientific and technological disciplines.

It is a joint venture of the Research Foundation, headquartered in Albany, which represents the University Center at Buffalo, and Calspan, a private research and development group and a subsidiary of Arvin Industries, Columbus, Ind.

The Research Center, which will be housed in Calspan's laboratories in Buffalo, will seek research grants and contracts for projects that require the combined technical strength of both SUNY and Calspan organizations.

In addition, new product concepts developed at the center will first be considered for development and manufacture in Western New York.

The founders said the new corporation will conduct independent non-classified research to benefit the educational, industrial, technological and economic development of Western New York and New York State.

It will seek support from federal, state and local governmental agencies as well as foundations and private companies, they added.

Dr. Jerome B. Komisar, president of the Research Foundation, said the new venture "broadens the base and range of scientific and technical personnel and equipment available to both the university and Calspan by providing a structure for the conduct of joint research activity."

Among the fields in which research awards are expected are aerospace, chemical, mechanical, electrical and computer engineering.

Dr. Steven B. Sample, president of the State University of New York at Buffalo, has been elected chairman of the board of trustees of Calspan-UB Research Center.

Dr. Charles E. Treanor is director of the research center, and Dr. George Lee is associate director. Treanor is Calspan commercial and industrial vice president, program director and chief scientist. Lee is dean of engineering and applied sciences at the University of Buffalo.

A decade of Italian auto output

Manufacturer	6 mos., 1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973
Alfa Romeo	93,837	188,773	197,287	219,571	207,514	219,499	201,115	201,145	189,682	208,386	204,902
Bertone	3,432	7,439	1,902	0	0	0	0	0	0	0	0
DeTomaso	37	83	74	84	86	109	128	147	235	196	0
Fiat Auto	618,626	1,073,579	1,028,535	1,179,898	1,288,175	1,243,415	1,194,464	1,250,803	1,119,303	1,353,339	1,551,140
Autobianchi	44,238	78,047	76,987	76,585	88,585	89,436	72,704	93,874	71,347	108,314	113,896
Dino	0	0	0	117	391	291	404	632	1,066	1,080	1,152
Ferrari	1,158	2,223	2,566	2,264	1,917	1,648	1,394	795	271	356	620
Fiat	521,065	925,147	870,725	990,176	1,076,674	1,099,578	1,051,018	1,092,154	1,000,874	1,198,669	1,382,841
Lancia	52,165	68,162	78,257	110,756	60,459	52,462	68,944	63,348	45,745	44,920	52,631
Innocenti	11,186	21,646	23,187	39,770	39,991	40,719	38,120	12,789	33,061	60,711	58,471
Iso	0	0	0	0	0	0	0	0	0	43	122
Lamborghini	89	110	89	64	55	68	105	201	276	355	550
Maserati	3,080	2,265	528	555	371	339	292	195	201	571	738
Pininfarina	981	3,456	2,044	0	0	0	0	0	0	0	0
Total veh.	731,268	1,297,351	1,253,646	1,439,942	1,476,192	1,504,149	1,434,224	1,465,280	1,342,758	1,623,601	1,815,923

Source: ANFIA.

Presidential decree opposed

Labor, management team up in Mexico

MEXICO CITY. — Management and labor have joined forces in a determined bid to obtain a reversal of some of the most drastic aspects of the presidential decree to rationalize Mexico's automotive industry.

Francisco Valenzuela, president of the Automotive Industry Coordinating Council, said that assembly plants and unions united to obtain major concessions "because our interests are the same."

There has been growing antagonism toward the Decree to Rationalize the Auto Industry.

The industry is miffed because it was not consulted prior to the publication of the decree in the Official Diary, and unions and managements are in accord that strict enforcement can further increase present problems.

Valenzuela said that if the decree is not "substantially amended," it can result in the dismissal of more than 40,000 workers and some assembly plants may decide to abandon operations.

Valenzuela said that management and labor particularly do not agree with a governmental decision to reserve production of buses to a State-run assembly plant.

This could lead to the loss of jobs for 15,000 workers, and Valenzuela said a joint committee representing labor and management is demanding that private assembly plants be permitted to continue making buses.

Valenzuela said that it is "virtually certain" that the government will make concessions in areas that are hurting and threatening one of the most productive sectors in Mexico. Talks have been initiated, not directly with the president, but with his aides.

The goal of labor and management is to reach an accord beneficial to all, and especially to reduce the threat of further unemployment. Valenzuela said that unemployment in the sector has now affected 44,200 workers.

If the government (and the president) will be "more rational" in their approach, then Valenzuela is of the opinion that a turnabout can occur and that auto sales will not plunge even lower than they have this year.

Valenzuela also was confident that coming wage negotiations will not cause any problem because management is aware that workers have seen a sharp erosion of their purchasing power, and labor is also agreeable to "belt tightening" for a limited time until conditions improve.

Valenzuela said there will be general agreement on the question of wages and no strike.

In the show of force, labor and management hope to achieve a relaxing of controversial sections of the decree before the government releases the second section early in January, 1984.

Car sales rise in Canada for ninth consecutive month

Sales in Canada of North American-built passenger cars continued their upward swing in November with their ninth consecutive monthly gain. Truck sales were ahead of 1982 by a wider margin and completed their fifth straight month of improved totals.

New-car sales were up 40.04 percent, to 57,813 from 41,021 last year. Sales for the 11 months of 1983 totaled 587,431, up 27.74 percent from 459,857.

Truck sales, including captive imports, were up 59.00 percent in November, climbing to 17,972 from 11,303 in 1982. Year-to-date sales were up 16.61 percent, to 173,262 from 148,582.

Truck sales have been up in seven of this year's 11 months.

General Motors new-car sales were up 42.22 percent for the month, rising to 31,362 from 22,051 a year ago. Ford sales of 11,869 were up 62.08 percent from 22,051. Chysler was nudged into third place in November with sales of 11,299, close behind Ford's 11,869. Chrysler was up 31.29 percent, from 8,606 last year.

American Motors was up 6.15 percent, to 2,605 from 2,454, including 706 imported Renaults this year versus 722 a year earlier. Volvo reported sales of 678 new passenger cars, up 15.50 percent from 587.

GM earned 54.25 percent of the November car market, up from 53.76 percent. Ford was up to 20.53 percent from 17.85 percent. Chrysler's share dipped to 19.54 percent from 20.98 percent. AMC claimed 4.51 percent, down from 5.98 percent, and Volvo's share dropped to 1.17 percent from 1.43 percent.

GM's truck sales were up 57.02 percent for November, to 8,958 from 5,705 in 1982. Ford was up 65.96 percent, to 6,187 from 3,728. Chrysler's sales of 2,367 were up 43.02 percent from 1,655, and AMC Jeep sales more than doubled to 460 from 215.

GM earned 49.83 percent of the November truck market, down from 50.48 percent. Ford claimed 34.43 percent, up from 32.98 percent. Chrysler was off slightly, dropping to 13.17 percent from 14.64 percent, and AMC was up to 2.56 percent from 1.90 percent.

Hino's U.S. plant rolls next month

Continued from Page 14

scheduled to be introduced later.

Some parts for the trucks, such as fuel tanks, batteries and tires, will be sourced in the U. S.

The Hino models will be the first Japanese big trucks to be assembled in the U. S. General Motors is importing built-up Isuzu mediums from Japan for distribution in the U. S. as Chevrolet Tiltmaster and GMC Forward.

A third Japanese manufacturer of big trucks, Nissan Diesel Motor Co., Ltd., Tokyo, is expected to open headquarters in Dallas in 1984. The firm plans to begin establishment of a dealer network for trucks in Classes 4 through 7.

Cosworth's Duckworth

Keith Duckworth, left, of Cosworth, and an assistant discuss a test about to be conducted on a Cosworth engine mounted on a dynamometer.

Ford, Cosworth to develop new Grand Prix engine

DETROIT. — Ford Motor Co. said its advanced technology and research organizations are joining Cosworth Engineering, Ltd., of Northampton, England, in a new development program designed to produce a "year 2000" Grand Prix engine and certain associated power units.

"We have a number of mutually interesting ideas and we are particularly delighted to continue an association with Keith Duckworth, of Cosworth, which has existed for the past 25 years," said Ford Chairman Philip Caldwell.

The best-known consequences of the Ford-Cosworth relationship have been the DFV and DFY engines. This 3.0-liter V-8 design won its first race in June, 1967. It has won 155 Grand Prix races, 12 Formula World Driving Championships and 10 constructors' championships.

Michael Kranefuss, director of motor sports for Ford, said, "We expect the new Ford engine to make its debut in 1986, but this is by no means a one-engine program. We expect it to provide important long-term consumer benefits in the areas of fuel economy, engine durability and efficiency."

HD registrations in October up for second month

Continued from Page 14

registrations during the month, a gain of 33 percent over the year-earlier 5,800 units. The Group 7 total was up 31.9 percent to 4,501 units, compared with 3,412 a year ago.

Through October, 103,795 Groups 7 and 8 trucks were registered, off 3 percent from last year's 107,041 units.

The 10-month total of Group 8 tallies, however, was 4.3 percent higher than last year, 63,085 versus 60,511. The Group 7 count was down 12.5 percent to 40,710 units, compared with 46,530 a year ago.

In October, International increased its lead over No. 2 Ford by almost 500 units. Its 10-month total was 24,932 tallies, compared with 21,681 for Ford.

Bayer adds AMC deal

NORWALK, Conn.—Stephen Bayer, president of Bayer Cadillac-Oldsmobile, Inc., has opened Bayer AMC/Jeep/Renault in South Norwalk.

No one truck fits all needs, major operator warns

Continued from Page 14

opic view of the trucking industry that only focuses on over-the-road linehaul trucking.

He noted that Leaseway has long sought — in vain — a more productive local delivery vehicle as a way to keep costs down in that segment of the company's business.

"Here is a huge, $66 million segment of the transportation market with a lot of problems, and no one is working on it," he said. As a consequence, he added, Leaseway reluctantly decided to design and build its own high-productivity local delivery truck.

Leaseway is not the only vehicle user that has felt compelled to design its own vehicles because of lack of responsiveness from the manufacturers, he said.

To avoid further drifting in this direction, manufacturers and users need to cooperate much more than they have in the past, he said, and this raises new issues, but they can be resolved.

"For many years, especially the last few, negotiations between carriers and shippers have been on a 'win-lose' basis," said Marcoux.

"We are now beginning to move toward 'win-win' negotiations in which we work together so that we both gain. We must apply the same philosophy to our supplier relationships. At Leaseway Transportation, we intend to do just that, and we want you to join us."

Leaseway Transportation provides highway transportation, vehicle leasing, and other distribution services throughout the U. S. and Canada and Puerto Rico.

The Cleveland company owns more than 78,000 trucks, tractors, trailers and cars.

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Truck registrations show dramatic gains

Continued from Page 14

2,247,991 light-truck registrations, an increase of 23.2 percent over last year's 1,824,812.

The 10-month Group 1 count was up 23.5 percent, from 1,031,261 units in 1982 to 1,272,313. Group 2 was 23.3 percent higher, 958,154 versus 777,257. The Group 3 total was 16,524, up 1.4 percent from the year-earlier 16,294.

Medium-truck tallies through October totaled 39,695 units, an increase of 6.4 percent over last year's 37,305.

There were 277 Group 4 tallies, compared with only seven a year ago. Group 5 was off 50.7 percent, from 1,247 units in 1982 to 615. The Group 6 count was 7.6 higher, 38,803 versus 36,051.

• Heavy-truck registrations for the 10 months were down 3 percent from a year ago, 103,795 versus 107,041.

The Group 7 total was 40,710 units, a decline of 12.5 percent from last year's 46,530. But the Group 8 count was 4.3 percent higher, 63,085 versus 60,511.

Ford strengthened its grip on first place in October, boosting its 10-month lead over Chevrolet to more than 33,000 units.

Through October, Ford had 756,737 registrations good for 31.64 percent of the industry total. Its share was up 1.48 percentage points from last year, when it was No. 2 with 593,900 tallies.

Chevrolet accounted for 30.26 percent of the industry total through October with 723,581 registrations. Its share was down 0.81 points from a year ago, when it accounted for 31.07 percent with 611,862 tallies.

Ford, Freightliner, Peterbilt, Volvo and the miscellaneous group were the only gainers in market share over a year ago.

Flxible moves to acquire firm

Continued from Page 14

access to specialty truck equipment and parts markets, permit Flxible to manufacture bus components currently vendor sourced, and expand Flxible's machining and fabrication capabilities.

Also, he said, General Automotive's international marketing capabilities and truck-industry experience will strengthen the Perfection-Cobey position in specialty truck-equipment markets worldwide.

$1.6-million Firestone suit settled out of court in Texas

HOUSTON. — Firestone has settled out of court for $1.625 million with the family of a young South Texas man who suffered brain damage from an exploding rim.

Rene Rodriguez was 14 in September, 1975, when he tried to add air to a tire on his father's hay truck at the family farm near Victoria, Tex.

The multipiece rim on the wheel separated explosively, the ring flying out and striking Rodriguez in the head. A lawsuit charged he suffered subsequent epileptic fits from the injury, as well as permanent loss of intelligence and memory.

The peculiarity of the RH5° multipiece design makes it particularly dangerous to bystanders in the case of an explosive separation, said John C. Risjord, of the Kansas City law firm of Risjord & Curtis. Risjord represented Rodriguez in the product liability case, which was brought before the U. S. District Court for the Southern District of Texas.

"In an RH5° rim, the ring faces outboard of the rear duals," Risjord said. "In an ordinary standard dual setup, the rings face each other. With an RH5° rim, if the ring comes off during servicing, it has much more of a chance of striking a bystander."

The Rodriguez case is the fifth product liability case since August involving multi-piece wheel rims that has culminated in a substantial award or settlement for the plaintiff. Involving rims made by Firestone, Goodyear and Budd Co., the five cases together have cost multipiece rim manufacturers more than $16 million in payments to the plaintiffs.

Predicasts teams up with E.R.C. Statistics

CLEVELAND. — Predicasts, Inc., has become the exclusive representative in the U. S. and Canada for industry reports published by E.R.C. Statistics, International, Ltd., London.

E.R.C. publishes consumer-oriented product research, including information on the auto industry. Predicasts, a business information and research firm here, also reports on the auto industry, but from a manufacturing standpoint.

Ward named head of Rolls-Royce's U.S. subsidiary

LYNDHURST, N. J. — Peter Ward has been appointed president of Rolls-Royce Motors, Inc., the U. S. subsidiary of the British car manufacturer.

Ward, who has been managing director of the newly formed Rolls-Royce Motors Sales and Marketing Division since February, with worldwide responsibilities in these areas, will continue to hold that position and will be based at the company's headquarters in England.

Two other executives were appointed to senior positions in the U. S.

John Grillo, formerly vice president-finance and administration, steps up to executive vice president. He has been with Rolls-Royce for 25 years and has been responsible for the finance department and general administration of the company. He will be in charge of day-to-day operations of the firm.

Robert Schwartz will take a new post as vice president, sales and marketing.

Schwartz resigned last February as vice president of North American sales for American Motors and as president of American Motors Sales Corp.

NEW TRUCK SALES BY MAKE AND GVW CLASS

10 MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Oct., '83	.....	.....	.....	.....	.....	.....	.....	126	126
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	47	47
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**784**	**784**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	505	505
CHEVROLET	**Oct., '83**	**44,665**	**31,673**	**2,470**	.....	**28**	**585**	**651**	**39**	**80,111**
	Oct., '83	31,879	23,435	1,472	.....	18	457	442	55	57,768
	Year to Date '83	**395,254**	**301,068**	**15,978**	.....	**234**	**4,748**	**5,908**	**391**	**723,581**
	Year to Date '82	330,042	255,136	15,464	.....	316	4,359	5,963	582	611,862
(Memo Units) #	**Oct., '83**	**29,016**	**11,314**	.....	.....	.....	.....	.....	.....	**40,332**
	Oct., '83	17,657	7,412	.....	.....	.....	.....	.....	.....	25,069
	Year to Date '83	**264,755**	**122,635**	.....	.....	.....	.....	.....	.....	**388,390**
	Year to Date '82	194,804	86,865	.....	.....	.....	.....	.....	.....	281,669
DODGE	**Oct., '83**	**12,947**	**7,902**	.....	.....	.....	.....	.....	.....	**20,849**
	Oct., '83	11,348	5,474	1	.....	.....	.....	.....	.....	16,823
	Year to Date '83	**123,789**	**81,509**	.....	.....	.....	.....	.....	.....	**205,298**
	Year to Date '82	120,749	62,230	20	.....	.....	.....	.....	.....	182,999
(Memo Units) #	**Oct., '83**	**8,200**	**5,812**	.....	.....	.....	.....	.....	.....	**14,012**
	Oct., '83	7,432	4,142	.....	.....	.....	.....	.....	.....	11,574
	Year to Date '83	**78,452**	**59,764**	.....	.....	.....	.....	.....	.....	**138,216**
	Year to Date '82	74,993	43,941	.....	.....	.....	.....	.....	.....	118,934
FORD	**Oct., '83**	**29,453**	**53,785**	.....	.....	.....	**875**	**1,734**	**600**	**86,447**
	Oct., '83	19,453	32,339	.....	.....	.....	775	1,203	699	54,469
	Year to Date '83	**275,163**	**451,137**	.....	.....	.....	**8,756**	**15,530**	**6,151**	**756,737**
	Year to Date '82	205,428	352,817	.....	.....	.....	10,533	17,589	7,533	593,900
(Memo Units) #	**Oct., '83**	**24,027**	**18,994**	.....	.....	.....	.....	.....	.....	**43,021**
	Oct., '83	12,248	12,930	.....	.....	.....	.....	.....	.....	25,178
	Year to Date '83	**213,135**	**171,602**	.....	.....	.....	.....	.....	.....	**384,737**
	Year to Date '82	117,142	134,352	.....	.....	.....	.....	.....	.....	251,494
FREIGHTLINER	**Oct., '83**	.....	.....	.....	.....	.....	.....	.....	**1,224**	**1,224**
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	599	599
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**8,845**	**8,845**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	5,799	5,799
GMC	**Oct., '83**	**9,731**	**8,919**	**91**	.....	**140**	**570**	**764**	**520**	**20,735**
	Oct., '83	7,051	7,120	71	.....	42	380	617	534	15,815
	Year to Date '83	**87,817**	**93,588**	**544**	.....	**374**	**5,227**	**7,319**	**5,807**	**200,676**
	Year to Date '82	70,771	78,518	810	.....	920	3,736	11,203	6,954	172,939
(Memo Units) #	**Oct., '83**	**5,462**	**3,330**	.....	.....	.....	.....	.....	.....	**8,792**
	Oct., '83	3,179	2,036	.....	.....	.....	.....	.....	.....	5,215
	Year to Date '83	**52,705**	**38,717**	.....	.....	.....	.....	.....	.....	**91,422**
	Year to Date '82	34,454	23,352	.....	.....	.....	.....	.....	.....	57,806
INTERNATIONAL	**Oct., '83**	.....	.....	.....	.....	.....	**2,315**	**1,079**	**1,733**	**5,127**
	Oct., '83	.....	.....	.....	.....	.....	1,857	950	1,453	4,260
	Year to Date '83	.....	.....	.....	.....	.....	**16,757**	**9,345**	**15,587**	**41,689**
	Year to Date '82	.....	.....	.....	.....	.....	14,030	9,393	14,050	37,973
JEEP	**Oct., '83**	**4,931**	**1,998**	.....	.....	.....	.....	.....	.....	**6,929**
	Oct., '83	3,412	2,150	.....	.....	.....	.....	.....	.....	5,562
	Year to Date '83	**34,758**	**21,092**	.....	.....	.....	.....	.....	.....	**55,850**
	Year to Date '82	29,988	19,664	.....	.....	.....	.....	.....	.....	49,652
(Memo Units) #	**Oct., '83**	**4,931**	**1,683**	.....	.....	.....	.....	.....	.....	**6,614**
	Oct., '83	3,412	1,760	.....	.....	.....	.....	.....	.....	5,172
	Year to Date '83	**34,758**	**17,819**	.....	.....	.....	.....	.....	.....	**52,577**
	Year to Date '82	29,988	15,101	.....	.....	.....	.....	.....	.....	45,089
KENWORTH	**Oct., '83**	.....	.....	.....	.....	.....	.....	.....	**1,050**	**1,050**
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	682	682
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**6,023**	**6,023**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	6,086	6,086
MACK	**Oct., '83**	.....	.....	.....	.....	.....	**172**	**73**	**977**	**1,222**
	Oct., '83	.....	.....	.....	.....	.....	186	52	741	973
	Year to Date '83	.....	.....	.....	.....	.....	**1,786**	**813**	**9,761**	**12,380**
	Year to Date '82	.....	.....	.....	.....	.....	1,725	510	10,407	12,642
MERCEDES-BENZ	**Oct., '83**	.....	.....	.....	.....	.....	**173**	**78**	.....	**251**
	Oct., '83	.....	.....	.....	.....	.....	164	90	.....	254
	Year to Date '83	.....	.....	.....	.....	.....	**1,529**	**799**	.....	**2,328**
	Year to Date '82	.....	.....	.....	.....	.....	1,668	827	.....	2,495
PETERBILT	**Oct., '83**	.....	.....	.....	.....	.....	.....	.....	**930**	**930**
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	430	430
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**6,252**	**6,252**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,603	4,603
PLYMOUTH	**Oct., '83**	**190**	**166**	.....	.....	.....	.....	.....	.....	**356**
	Oct., '83	465	266	.....	.....	.....	.....	.....	.....	731
	Year to Date '83	**2,668**	**3,285**	.....	.....	.....	.....	.....	.....	**5,953**
	Year to Date '82	5,382	3,240	.....	.....	.....	.....	.....	.....	8,622
VOLVO	**Oct., '83**	.....	.....	.....	.....	.....	.....	**111**	**43**	**154**
	Oct., '83	.....	.....	.....	.....	.....	.....	54	22	76
	Year to Date '83	.....	.....	.....	.....	.....	.....	**801**	**486**	**1,287**
	Year to Date '82	.....	.....	.....	.....	.....	.....	392	166	558
WESTERN STAR	**Oct., '83**	.....	.....	.....	.....	.....	.....	.....	**25**	**25**
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	73	73
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**253**	**253**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	550	550
WHITE	**Oct., '83**	.....	.....	.....	.....	.....	.....	.....	**295**	**295**
	Oct., '83	.....	.....	.....	.....	.....	.....	.....	390	390
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,944**	**1,944**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,140	2,140
MISCELLANEOUS*	**Oct., '83**	**38,020**	**468**	.....	**27**	.....	.....	**11**	**162**	**38,688**
	Oct., '83	33,483	721	.....	.....	**2**	.....	**4**	75	34,285
	Year to Date '83	**352,864**	**6,475**	**2**	**277**	**7**	.....	**195**	**801**	**360,621**
	Year to Date '82	268,901	5,652	.....	7	11	.....	126	1,136	275,833
TOTALS	**Oct., '83**	**139,937**	**104,911**	**2,561**	**27**	**168**	**4,690**	**4,501**	**7,714**	**264,509**
	Oct., '83	107,091	71,505	1,544	.....	62	3,829	3,412	5,800	193,243
	Year to Date '83	**1,273,315**	**952,154**	**16,524**	**277**	**615**	**38,803**	**40,710**	**63,085**	**2,391,481**
	Year to Date '82	1,031,261	777,257	16,294	7	1,247	36,051	46,530	60,511	1,969,158

★—No Oklahoma and Connecticut registrations.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

Makers build 6,794,336 cars, highest since 1979

Auto production up 36 pct. for '83

By Mary Beth Mayer
Staff Writer

Estimates of this year's auto output make 1983 the best year of U.S. production since 1979.

This year, the auto makers scheduled 6,794,336 units, 36.61 percent ahead of the year-ago total of 4,973,870, and the highest total since 8,418,369 units were assembled four years ago.

The December total is estimated at 572,527, a 49.13 percent jump from 383,921 completed in the year-ago month. It is the top sum for the month since 637,336 cars were completed in 1978.

For the final three months of 1983, the manufacturers are estimating 1,912,994 units, up a whopping 58.94 percent from the 1,203,660 built in the same period in 1982.

It is the highest quarterly output since the second three months of 1981 when 2,032,219 cars were completed, and the best showing for the last quarter since 2,415,441 units were assembled in 1978.

Last week's planned output was 158,774, down 5.42 percent from 167,860 built the prior week.

No Saturday (Dec. 24) overtime was worked last week, as all U.S. auto makers except Honda were closed for the Christmas holiday. The week's estimate leads the holiday-shortened year-ago week's total of 94,242 by 40.65 percent.

Breakdown for the week by company was: General Motors, 59.32 percent; Ford Motor Co., 19.76 percent, Chrysler Corp., 14.74 percent; American Motors, 3.56 percent; Volkswagen of America, 1.62 percent, and Honda, one percent.

A parts shortage closed Ford's Kansas City Tempo-Topaz plant last week.

GM, Ford, American Motors and Volkswagen closed for the Christmas/New Year holidays after working Friday (Dec. 23) and will return to operation Jan. 3.

Chrysler's five car points put in extra daily hours last week. Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 worked two daily 9-hour shifts the first four days of the week and two 8-hour shifts the fifth day. Jefferson (Detroit) operated two 8½-hour daily shifts and St. Louis No. 2 put in one daily 10-hour shift all five days.

Honda's holiday vacation schedule finds the plant down Dec. 23, Dec. 26 and Jan. 2. On Dec. 30, eight hours of production are scheduled, as opposed to the usual 16.

Ciera ragtop to be prize at St. Louis auto show

ST. LOUIS. — A new 1984 Oldsmobile Cutlass Ciera convertible will be given away by the Bi-State Oldsmobile Dealers at the Greater St. Louis International Auto Show, Jan. 25-29.

Registration to win the car starts Jan. 4, at the showrooms of any of 25 Bi-State Oldsmobile dealers. Registrations will also be available at the Oldsmobile exhibit area at Cervantes Convention Center when the show opens.

Year's car output in Canada rebounds to five-year high

Canadian auto and truck makers have had strong showings during the 1983 calendar year.

According to their estimates, the auto manufacturers enjoyed their best calendar year of production in five years, and the truck makers ended the year 18.31 percent ahead of the 1982 total.

The car makers completed an estimated 967,328 during 1983, up 20.67 percent from last year's 801,685 and the best showing since 1978, when 1,131,050 units were built.

Truck production this year is slated at 554,064 units, up from 468,327 assembled in 1982.

The car manufacturers have estimated December output at 77,310 units, the best total for that month since 85,377 cars were completed in December, 1978. The total is up 54.35 percent from the year-ago month's 50,088.

Total truck output for the month is slated at 50,196 units, making it the best December since 1978 when 52,191 units were built. The month's estimate is 85.62 percent ahead of the 27,043 built in the comparable month last year.

For the final three months of 1983, the car makers are estimating 244,364 units, up 51.94 percent from 160,836 built in the same period in 1982. It is the best fourth quarter showing since 1978 when 292,183 units were assembled.

The truck makers are targeting fourth-quarter output at 163,299 units, a 70.74 percent increase from last year's 95,794, and the highest total for the period since 183,746 trucks were built in 1978.

Last week, the car makers slated 22,232 units, down 3.73 percent from the prior week's 23,092, but more than double last year's 10,602.

The truck manufacturers targeted 13,708 units for last week, down 9.15 percent from 15,088 the previous week, but more than double the 5,177 units built in the comparable 1982 period.

All car and truck facilities closed for the holidays after working Friday (Dec. 23) and will resume production Jan. 3.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 24, 1983	Week Ended Dec. 25, 1982	Week Ended Dec. 17, 1983	Dec. Est.	1982 Total	1983 Est.
AMERICAN MOTORS	720	974	729	2,471	30,344	29,554
CHRYSLER CORP.	.....	2,789	.....	.....	149,442	104,365
FORD MOTOR	8,920	118	9,103	30,341	283,001	284,359
GENERAL MOTORS	12,360	6,541	13,035	43,726	332,038	538,606
VOLVO	232	160	225	772	6,860	10,444
Total Cars, Canada	22,232	10,602	23,092	77,310	801,685	967,328

TRUCK PRODUCTION IN U.S.†

	Week Ended Dec. 24, 1983	Week Ended Dec. 25, 1982	Week Ended Dec. 17, 1983	Dec. Est.	1982 Total	1983 Est.
CHEVROLET	18,702	10,470	18,733	60,661	658,066	814,112
DODGE	4,000	1,921	4,471	14,176	121,916	147,626
FORD	21,632	14,887	22,493	75,058	713,426	928,370
GMC	5,570	3,689	6,031	20,854	223,172	263,364
INTERNATIONAL	1,219	605	1,231	4,178	45,114	51,419
VOLKSWAGEN	.....	.....	.....	.....	8,086	2,079
JEEP	3,296	815	3,350	11,679	75,269	108,536
NISSAN	1,600	.....	1,648	5,617	.....	20,237
AM GENERAL	50*	30	50*	170*	2,415	2,460*
MISCELLANEOUS	1,000*	600	1,000*	3,400*	54,700	49,200*
Total Trucks, U.S.	57,471	33,017	59,005	195,793	1,902,164	2,387,403

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 24, 1983	Week Ended Dec. 25, 1982	Week Ended Dec. 17, 1983	Dec. Est.	1982 Total	1983 Est.
CHRYSLER CORP.	4,520	1,783	5,287	17,266	95,410	141,339
FORD MOTOR	3,400	116	3,366	11,713	132,531	143,472
GENERAL MOTORS	5,580	3,115	6,299	20,782	229,492	263,566
INTERNATIONAL	108	163	136	435	10,894	5,687
Total Trucks, Canada	13,708	5,177	15,088	50,196	468,327	554,064
N. American Trucks	71,179	38,194	74,093	245,989	2,370,491	2,941,467

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

1983 truck output reaches 2,387,403, best since 1979

Domestic truck manufacturers' calendar-year production estimates make 1983 the best year of output in four years.

This year, the makers have assembled 2,387,403 trucks, 25.51 percent ahead of the 1,902,164 built last year, and the highest total for the year since the makers finished 2,973,498 units in 1979.

The estimate for December is 195,793, leading the year-ago month's output of 128,948 by 51.84 percent, and representing the best showing for the month since 1978, when 276,248 units were assembled.

For the last three months of the year, the makers are estimating production of 680,814 units, up 71.36 percent from 397,305 units finished in the year-ago quarter. This is the best quarter of truck production since the second quarter of 1979 when 887,948 units were built, and the top sum for the fourth quarter since 1978 when 980,442 units were assembled.

Last week, the truck makers slated 57,471 units, trailing the previous week's 59,005 by 2.60 percent, but 74.07 percent ahead of the 33,017 built in the comparable 1982 week.

All domestic truck makers except Nissan and International Harvester closed for the Christmas/New Year holidays after working Friday (Dec. 23) and will return to operation Jan. 3.

Nissan and IH closed after the last shift Thursday (Dec. 22).

U.S. CAR PRODUCTION

	Week Ended Dec. 24, 1983	Week Ended Dec. 25, 1982	Week Ended Dec. 17, 1983	Dec. Est.	1982 Total	1983 Est.
AMERICAN MOTORS	5,645	2,885	5,550	19,306	109,552	200,554
AMC Total	.....	634	.....	.....	51,800	4,071
Concord	.....	.....	.....	.....	17,152	4,068
Spirit	.....	.....	.....	.....	12,951	.....
Eagle	.....	634	.....	.....	21,697	3
Renault Total	5,645	2,251	5,550	19,306	57,752	196,483
Alliance	2,945	2,251	2,775	9,780	57,752	154,137
Encore	2,700	.....	2,775	9,532	.....	42,346
CHRYSLER CORP.	23,400	11,796	27,626	86,179	600,502	900,180
Plymouth Total	7,200	4,492	9,187	27,591	241,181	309,641
Horizon	2,800	1,592	3,695	11,142	77,572	117,203
Reliant	4,200	2,827	4,995	15,360	162,053	186,024
Caravelle†	100	73	208	455	1,556	5,271
Gran Fury	100	.....	289	634	.....	1,143
Chrysler Total	7,300	2,146	8,235	26,084	114,443	234,079
LeBaron	2,000	1,261	2,354	7,382	95,360	85,806
Laser	1,700	.....	1,992	5,882	.....	23,950
Chrysler/E-Class	1,800	885	2,042	6,299	19,083	104,511
Fifth Avenue	1,800	.....	1,847	6,521	.....	19,812
Dodge Total	8,900	5,158	10,204	32,504	244,878	356,460
Omni	3,100	1,731	3,157	10,496	72,456	126,015
Aries	3,200	2,382	3,987	12,441	129,235	142,602
Daytona	1,400	.....	1,612	5,016	.....	19,281
Dodge 400	.....	401	.....	.....	30,481	18,478
Dodge 600	1,100	644	1,253	4,070	12,706	48,861
Diplomat	100	.....	195	481	.....	1,223
FORD MOTOR	31,367	23,211	38,224	122,916	1,104,074	1,545,864
Ford Division	21,977	16,019	26,755	84,455	690,655	1,008,063
Escort	7,195	6,332	8,313	26,870	264,972	288,716
Fairmont	.....	2,395	.....	.....	128,519	23,728
Mustang/Mustang II	3,718	3,242	3,718	12,634	127,371	124,213
LTD/Granada	4,025	3,420	4,407	15,091	132,034	179,213
Thunderbird	3,697	.....	3,804	12,067	29,336	186,455
Crown Victoria/Ford	2,509	623	2,557	7,956	2,034	93,846
EXP	833	7	619	2,283	6,389	4,775
Tempo	.....	.....	3,337	7,554	.....	107,117
L-M Division	9,390	7,192	11,469	38,461	413,419	537,801
Mercury Total	6,584	5,548	7,866	27,587	315,799	431,454
Lynx	925	1,286	1,312	4,050	81,114	72,830
Capri	352	377	335	1,269	32,704	24,606
Zephyr	.....	693	.....	.....	40,406	8,601
Marquis/Cougar	2,181	1,436	1,921	7,051	60,811	77,072
Cougar/RX7	2,159	.....	2,418	8,520	10,590	126,393
Gr. Marquis/Marquis	967	1,749	1,067	4,206	88,404	90,735
LN7	.....	7	.....	.....	1,770	290
Topaz	.....	.....	813	2,491	.....	30,927
Lincoln Total	2,806	1,644	3,603	10,874	97,620	106,347
Continental	529	329	681	2,066	20,052	13,472
Lincoln	695	171	902	2,714	47,609	58,822
Mark VI/VII	1,582	544	2,020	6,094	29,959	34,053
GENERAL MOTORS	94,180	54,146	91,834	328,690	3,072,883	3,995,411
Buick Division	20,981	13,727	22,900	77,067	751,332	902,725
Skylark	3,330	2,870	3,268	11,417	65,549	114,095
Skyhawk J	2,706	1,248	2,527	9,737	137,810	80,279
Century	4,114	1,977	4,636	15,185	111,698	170,575
Regal	4,032	3,294	4,726	15,376	209,068	235,998
Buick	5,344	3,381	6,358	20,238	183,325	247,815
Riviera	1,225	957	1,233	4,578	43,882	53,331
Electra (fwd)	230	.....	152	536	.....	632
Cadillac Division	6,568	4,867	7,075	23,588	246,354	307,914
Cimarron	530	488	553	1,809	10,404	20,960
Seville	662	422	671	2,457	22,706	34,625
Eldorado	1,266	971	1,283	4,708	56,626	72,305
Cadillac	3,940	2,986	4,532	14,332	156,618	179,742
DeVille (fwd)	170	.....	36	282	.....	282
Chevrolet Division	30,732	16,727	27,057	102,193	994,178	1,317,673
Chevette	4,185	3,889	3,967	14,030	208,417	203,791
Cavalier	7,620	2,245	8,611	27,629	96,091	309,554
Celebrity	5,492	1,019	5,197	18,759	66,361	177,840
Camaro	5,180	3,083	.....	12,145	214,082	193,941
Citation	1,886	2,149	1,841	6,287	159,069	86,994
Malibu/El Camino	527	2,014	474	1,736	103,491	101,235
Monte Carlo	3,567	1,428	4,397	13,177	81,181	125,898
Chevrolet	1,560	900	1,834	5,848	42,648	90,282
Corvette	715	.....	736	2,582	22,838	28,138
Oldsmobile Division	24,796	13,437	25,160	88,370	759,644	1,034,670
Omega	1,730	1,252	1,859	5,934	71,395	58,615
Firenza	2,011	504	1,937	7,259	40,642	53,131
Cutlass	6,824	3,951	7,169	25,652	202,060	308,021
Cutlass/Ciera	4,834	2,222	5,214	16,093	126,030	213,665
Oldsmobile	8,138	4,879	7,683	28,982	284,439	357,844
Olds 98 (fwd)	216	.....	246	620	.....	620
Toronado	1,043	629	1,052	3,830	35,078	42,774
Pontiac Division	11,103	5,388	9,642	37,472	321,375	432,429
Acadian†	.....	56	374	801	9,993	14,867
2000	2,858	1,609	2,825	10,685	41,822	114,968
1000	875	614	1,138	3,238	34,833	42,345
Firebird	2,520	1,279	.....	6,063	128,077	99,676
Phoenix	500	542	480	1,654	45,463	25,045
G. Prix/Bonneville	1,690	1,288	1,697	5,638	31,241	93,100
Parisienne	350	.....	422	1,304	.....	12,452
Fiero	2,310	.....	2,706	8,089	.....	29,976
6000	.....	.....	.....	.....	29,946	.....
HONDA	1,600	80	2,028	6,390	620	54,071
VOLKSWAGEN	2,582	2,142	2,598	9,046	84,246	98,256
CHECKER	.....	.....	.....	.....	1,993	.....
Total Cars, U.S.	158,774	94,242	167,860	572,527	4,973,870	6,794,336
Total Cars, Canada	22,232	10,602	23,092	77,310	801,685	967,328
N. American Cars	181,006	104,844	190,952	649,837	5,775,555	7,761,664
N. American Trucks	71,179	38,194	74,093	245,989	2,370,491	2,941,467
North American Cars and Trucks	252,185	143,038	265,045	895,826	8,146,046	10,703,131

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Ford, Renault race to wire in Europe for sales honors

By Richard Feast
European Editor

LONDON.—There was a photo finish in the race for European market leadership in 1983. The final results have not yet been tabulated.

Ford of Europe, well ahead of the bunch for the first time by the halfway stage, took a late and strong challenge from Renault — market leader for the previous three years.

At the end of November, unofficial estimates put little more than 10,000 units—out of a total of some 9.75 million — between them, with Ford a nose ahead.

But the key to the winner's circle lies in December sales in France, where Renault is market leader and Ford is the leading importer. The market shares are such that the money is now going on Renault. To the end of October, the French company had 34.8 percent and Ford had 7.0 percent in France.

None of the other leading Europeans — Fiat Auto, Volkswagen and Peugeot groups and General Motors — could catch either of them in 1983.

By tradition, December registrations in France are strong — almost 10 percent of the 1982 total, for instance.

By contrast, in the UK, Ford's single most important European market, December is usually a weak month. The previous December accounted for little more than 4 percent of 1982's total. And the UK market, while it has seen record levels of selling in 1983, was expected to fall back considerably in December.

Thus Renault could get the title by a surge of French selling and a slowdown in selling in the UK, where its presence is small.

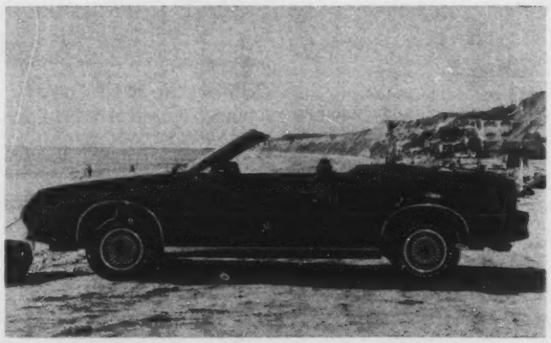
• Ford believes that in the 11 months of 1983, it had 12.6 percent and Renault had 12.5 percent. Renault has a similar picture: 12.5 percent for Ford and 12.4 percent for itself.

The reason for the slight disagreement stems from the slow reporting process in some European countries. There are no definitive European registrations statistics, merely national reports from the 16 or so countries. And the manufacturers cannot always agree on which countries should be included.

The major markets, such as West Germany, France, Italy and the UK, and the smaller markets like Holland, Belgium, Switzerland and so on are obvious. The disagreements center

Continued on Page 40, Col. 2

Dropping the tops



J-Cars for the sun

American Custom Coachworks, Ltd., is producing convertible versions of the Buick Skyhawk, Pontiac 2000 Sunbird and Chevrolet Cavalier for General Motors dealers. The Beverly Hills (Calif.) company plans to convert thousands of these cars. Deliveries will begin in January.

Dealers cautious, but think sales recovery is real

By Richard A. Wright
Assistant Managing Editor

While record cold has gripped the country from the northern plains states down into Texas and even Florida, the auto industry's long winter of discontent seems to be over.

Dealers in Minnesota, Wisconsin and Illinois were optimistic that 1984 will be a good year and many, despite temperatures of 20, 30 and even 40 below zero and wind chills that would make Siberia shudder, reported that sales are unusually brisk for this time of year.

In the south, where the recent cold wave did not push the mercury quite so low but was perhaps more of a shock, sales were cooled but not enthusiasm for the long-term outlook.

Many dealers said they think 1984 will be a good year. A few expect it to be a record sales year for them, but most foresee a continuation of the current gradual upturn.

• A few dealers tied the new-car sales upturn to a general recovery, but, interestingly, most did not. Several pointed out that unemployment may be high, but so is employment.

"More people are working than at any time in our nation's history," said one General Motors dealer, "but sales are nowhere near record levels. That tells me that it is dissatisfaction with the cars that is holding back sales, not an inability to buy."

Jim Mancuso, Chicago Chevrolet dealer who noted that next year he will complete a half century of selling cars, said he foresees a better year in 1984, but not a year of spectacular sales growth.

A year ago Mancuso predicted that 1983 would be a year of gradual increase in sales and he sees 1984 as more of the same — but starting from a higher level, of course.

Mancuso did not see a general recovery as the impetus to increased sales — "today's headlines say U. S. Steel is shutting a plant here and that kind of thing is scary." He cited the age of the fleet now on the road.

"Cars are aging, they are an average of 7½ years old now," he said. "People are getting to the point where they have to do something about it. They can't keep their old cars going."

Mancuso said his service shop is jammed with cars that would not start during the current cold snap. "If you are going to keep an older car, it has to be well maintained or it is not going to start when it gets cold like this. Many people are just not in the habit of maintaining their cars properly."

• Several dealers agreed that the age of cars on the road is a major factor in the stronger sales picture.

"It started Monday," said Bruce Johnson, of Peterson Motors, Lake City, Minn., where the temperature dipped down to obscenely low sub-zero levels. "In a period when there is usually no action, people are buying cars — and they want them right away."

Johnson said he is very optimistic about the year ahead and said his dealership is taking a lot of older cars in trade. Apparently the severe cold was the

Continued on Page 42, Col. 4

A gain of at least 16 pct. for 1984, Lund says

GM expects 4.6 million car sales

DETROIT. — General Motors expects to sell at least 6.1 million cars and trucks in the U. S. in 1984, according to figures supplied last week by Robert D. Lund, sales and marketing vice president.

The breakout would be at least 4,640,000 cars and at least 1,450,000 trucks.

The totals would compare with 1983 sales of "more than 4 million cars and nearly 1.25 million trucks," which were 16 percent over 1982 and the best combined sales year for GM since 1979.

"More importantly," Lund said, "sales from October through December were 20 percent ahead of 1982, insuring us a fast start on the new year."

He added, "We have forecast an improvement of almost 16 percent in industry sales in 1984, and GM expects its sales to increase at an even faster pace than the industry's."

Even the conservative 16 percent prediction would boost GM's 1984 sales to 4,640,000 cars and 1,450,000 trucks.

Lund said 1983 has been "a great recovery year — especially for GM." Improved sales have brought increases in production and by next spring, the number of GM employes in the U. S. called back from indefinite layoff will reach 90,000, he said.

Reviewing 1983 sales, Lund pointed to major gains for the J-cars, the A-cars and the full-size models. The J and A lines are GM's newest front-wheel-drive families.

He said the J-cars closed 1983 with about 480,000 sales, a 79 percent increase over 1982. Sales of those cars have topped 900,000 since the first ones appeared in May, 1981.

The J-cars are Chevrolet Cavalier, Pontiac 2000 Sunbird, Oldsmobile Firenza, Buick Skyhawk and Cadillac Cimarron. Firenza and Skyhawk were introduced early in 1982.

Lund said Cavalier was the industry's third best selling nameplate in 1983.

• Sales of the mid-sized A-cars — Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera and Buick Century — totaled about 612,000 in 1983, up 65 percent over 1982. Nearly one million of them have been sold since they were introduced in January, 1982.

In the standard-size field, Lund said Chevrolet Impala and Caprice, Pontiac Parisienne, Oldsmobile 88 and Buick LeSabre accounted for nearly 650,000 sales in 1983, a gain of 30 percent over 1982.

Oldsmobile 98, Buick Electra and Cadillac DeVille in the luxury class combined for 380,000 sales, up 26 percent over 1982.

"We're selling all of these cars we can build," Lund said of the full-size and luxury models.

The compact Chevrolet S-10 and GMC S-15 pickups had sales of 220,000 for the year, which topped 1982. The S-10 Blazer and S-15 Jimmy, new for the '83 model year, totaled 135,000 sales.

Lund said Chevrolet and GMC van sales were almost 200,000 for the year, up 40 percent over 1982, and sales of Chevrolet and GMC Suburbans were nearly 50,000, a gain of 30 percent.

Lund said that broad-based improvements in the economy during 1983 have brought unemployment and inflation rates down at the same time and have caused consumers to be much more confident about the future. But he stressed that the recovery in car and truck demand has not been limited to the individual consumer.

"Business demand is very strong and growing," he said. "Sales of medium and heavy-duty trucks have been improving steadily for the past six months.

"Currently, sold orders for medium and heavy-duty trucks are running considerably above the levels seen for the last three years. This is a very significant sign, not only for our business, but for the economy in general."

breaking news

DeLorean firm files for liquidation

DETROIT.—Attorneys for DeLorean Motor Co. filed a change of bankruptcy status, converting from Chapter 11 reorganization to Chapter 7 liquidation. The move officially eliminated all chances for reorganization. It also eliminated the court-appointed examiner, the unsecured creditors committee and its investigation, plus legal representation for the company. Detroit attorney David W. Allard Jr. was appointed trustee to oversee liquidation.

U. S. Steel woes skip auto sector

DETROIT.—Most of U. S. Steel Corp.'s layoffs and shutdowns announced last week are not related to the types of steel most widely used in cars and trucks. Mills being closed chiefly produce bars, rods and wire products. Announced at

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To retrain laid-off workers

Up-front tuition help offered by GM-UAW

DETROIT. — General Motors and the UAW last week announced a $9.2 million tuition assistance plan for laid-off GM-UAW workers.

UAW Vice President Donald F. Ephlin, director of the union's General Motors department, and Alfred S. Warren Jr., GM industrial relations vice president, said as many as 70,000 indefinitely laid-off GM workers who retain recall or rehire rights will be eligible to participate in the program that began Jan. 1.

"What is new about this plan," said Warren and Ephlin, "is that all qualified laid-off workers will be able to receive assistance in the form of up-front payment to an accredited college, university or certified vocational school.

"This is in recognition of the fact that laid-off employes are less likely to have 'up-front' money for tuition," they added.

The newly negotiated "GM-UAW National Tuition Assistance Plan for Laid-Off Workers" is a variation of GM's long-standing Tuition Refund Plan under which GM employes are reimbursed tuition fees after successfully completing educational courses related to their employment.

The plan provides for "up-front" money and requires only that courses selected by eligible laid-off workers be taken at accredited or licensed schools. Courses of study need not be related to the laid-off workers' previous GM employment.

"As a result of the 1982 negotiations, GM and the UAW have embarked upon an ambitious undertaking — providing working and laid-off members opportunities for education and retraining that will prepare them to re-enter the workforce and rebuild for the future," Ephlin and Warren said.

Ephlin and Warren said the plan will provide for tuition assistance from a special GM-UAW fund. Tuition will be paid directly to the schools teaching the course in which the participant is enrolled. Qualified workers will be eligible for tuition years or a total of $4,000.

Depending on their seniority with GM and layoff status, program participants may qualify for tuition assistance up to four years or a total of $4000.

The new program is another step toward worker retraining and job placement undertaken by GM and the UAW as a result of the labor agreement they signed in March, 1982.

The 1982 agreement established a Joint Skill Development and Training Committee to promote training, retraining and related activities to upgrade the skills of GM workers nationwide. GM funding of five cents per straight-time hour worked by UAW-GM workers was established under the agreement to assist laid-off workers in this regard.

Several training, retraining and job placement programs initiated by GM and the UAW since 1982—including those at Fremont and South Gate, Calif., and in Flint and Pontiac—also are funded by the so-called "nickel an hour fund."

Giving away the Bull

Customers at six Atlanta Pontiac dealerships and area Schlitz sellers filled out entries to win the Schlitz Malt Liquor Bull Trans Am. Greg Baranco, left, a representative of the Atlanta Pontiac Dealers Assn., congratulates the winner, Roy Dixon.

Mid-December total swells by 25 pct.

'83 best car-sales year since '79

By Jenny L. King
Staff Writer

Domestic new-car sales were up more than 25 percent in the mid-December period as they swelled the year-to-date total to a point higher than the full year of 1980 and brought to 30 the number of 10-day periods with improvements over 1982 sales levels.

This year's total will be the best for the domestic industry since 1979 when 8,315,622 new cars were retailed.

Dec. 11-20 sales of 179,749 were up 25.23 percent from 143,530 a year earlier. It was the strongest mid-December in four years.

Year-to-date sales reached 6,588,692, better than the full-year totals for 1982 (5,756,660), 1981 (6,206,296) and 1980 (6,578,275).

All the major auto makers reported sales gains for the period, with Volkswagen pacing the group. VW sales were up 35.70 percent, to 2,163 from 1,594 in 1982. It was followed by General Motors, where sales were up 25.05 percent, to 106,284 from 84,993.

Ford Motor Co. sales were up 22.19 percent, to 41,358 from 33,848. Chrysler Corp. reported sales of 22,922, up 18.19 percent from 33,848. American Motors reported estimated sales of 4,000 passenger cars, up 8.11 percent from 3,700 a year earlier, and Honda sales of U.S.-built Accords totaled 3,022.

• GM earned 59.13 percent of the mid-month domestic market, down slightly from 59.22 percent in 1982. Ford took 23.01 percent, down from 23.58 percent. Chrysler's share of 12.75 percent was down from 13.51 percent. AMC held 2.23 percent, down from 2.58 percent, VW had 1.20 percent, up from 1.11 percent, and Honda had 1.68 percent of the current year's mid-December market.

The only domestic makes reporting sales declines were Lincoln (down 15.33 percent) and AMC (down 39.19 percent). Plymouth was up 9.09 percent, Chrysler was up 50.58 percent and Dodge was up 7.59 percent.

At Ford Motor Co., Ford was up 29.53 percent, Mercury was up 15.70 percent and Lincoln was off 15.33 percent. At GM, Buick was up 0.20 percent, Cadillac was up 12.21 percent, Chevrolet was up 24.32 percent, Oldsmobile was up 27.44 percent and Pontiac was up 68.64 percent.

AMC was down 39.19 percent while U.S.-built Renaults were up 41.94 percent. VW was up 35.70 percent and Honda had no year-ago sales for comparison purposes.

With eight selling days in the period both years, the daily selling rate was up 25.23 percent, to 22,469 from 17,941. Annualized sales based on the mid-December performance figured to 8.3 million units.

DOMESTIC SALES

	Dec. 11-20, 1983	Dec. 11-20, 1982
Renault Alliance/Encore	3,100†	2,220†
AMC	900†	1,480†
AMERICAN MOTORS	4,000†	3,700†
Chrysler	7,103	4,717
Imperial	.....	66
Plymouth	7,272	6,668
Dodge	8,547	7,944
CHRYSLER CORP.	22,922	19,395
Ford	29,021	22,405
Mercury	9,874	8,534
Lincoln	2,463	2,909
FORD MOTOR CO.	41,358	33,848
Buick	18,219	18,183
Cadillac	8,778	7,823
Chevrolet	35,389	28,465
Oldsmobile	23,429	18,384
Pontiac	20,469	12,138
GENERAL MOTORS	106,284	84,993
VOLKSWAGEN	2,163	1,594
HONDA	3,022	.....
U.S. INDUSTRY TOTAL	179,749	143,530

† Estimate

Nissan develops AC motor for electric car

TOKYO.—Nissan has claimed a first in Japan — the development of an AC motor for an electric car.

The motor has been installed in a Micra car in conjunction with an experimental nickel-iron alkali type battery.

To convert the DC power from the battery to AC, a transistor inverter which also acts as a controller is used. Another innovation is the use of a two-speed electro-magnetic automatic transmission.

With an output of 10 kW, the motor can drive the Micra at up to 55 MPH, and has a claimed range of 100 miles. However, the 18 units in the battery weigh 800 pounds and occupy the space normally provided for the rear seats and luggage.

AC motor for Nissan electric

Nissan has developed an AC motor for electric cars and installed it in a Micra in conjunction with an experimental nickel-iron alkali type battery. The 800-pound battery occupies the space normally provided for the rear seats and luggage.

Arizona bank opens dealer loan department

PHOENIX. — First Interstate Bank of Arizona has opened a new Dealer Commercial Loan Department.

The office will handle capital loans, flooring lines of credit, demonstrator lines of credit, daily rental service and lease lines of credit.

Wirth wants DOT to probe GM brakes

WASHINGTON. — Colorado Rep. Timothy Wirth has gone over the head of NHTSA's chief officer, Diane Steed, to ask Transportation Secretary Elizabeth H. Dole to "personally" look into the matter of possible rear-brake lockup on General Motors' A and J-cars — a matter about which Steed recently told Wirth there is insufficient reason to "open any investigatory action."

Wirth heads the House Commerce subcommittee, which has oversight jurisdiction over NHTSA.

Wirth also asks Dole to investigate brake lockup on GM 1981-83 X-body cars. Wirth says he is aware of "some 60 accidents, 26 injuries and seven deaths" alleged to be caused by later model X-car brake problems. The government case now pending against GM X-body cars with alleged safety problems because of rear-brake lockup involves over one million 1980 models.

Wirth urged Dole to "ensure personally" that NHTSA fulfills its statutory mission, especially since the "agency's track record over the last three years is extremely disappointing and poses grave dangers to the driving public."

With regard to possible brake problems on A and J-cars made by GM, Wirth says that despite the fact that the court case involved charges that GM supplied false and misleading data at least 27 times in the 1980 X-body data despite the fact that the same front-brake caliper problem exists in both cars, according to GM documents, and despite the fact that GM has told dealers to fix the problem and will itself make changes in future models.

NHTSA still refuses to look further. At minimum, says Wirth, NHTSA should open an engineering analysis and test the vehicles in question.

Further, it should issue a press release to warn the public. Finally, says Wirth, he finds it hard to believe that NHTSA has no complaints, especially since the Center for Auto Safety says it has sent to NHTSA 17 complaints.

Carolina dealers form AUTOCAP

RALEIGH, N. C. — The North Carolina Automobile Dealers Assn. has formed an Automotive Consumer Action Program (AUTOCAP) mediation panel to help new automobile and truck buyers resolve problems with dealers and manufacturers.

The association said the 689 franchised dealers in the group, or 99 percent of the new-car dealers in the state, had agreed to abide by the panel's decisions on complaints by buyers, although the decisions will not be legally binding on either the dealer or the buyer, either of which will be able to take other action if dissatisfied with the panel's ruling.

The four dealers chosen to serve on the AUTOCAP panel are: T. Cary Iderton, High Point; Michael Leith, Raleigh; Joe Nelson, Rocky Mount, and George Lyles, High Point. Four consumer members also were named.

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59th year — No. 5002

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Power brakes and steering continue to gain popularity

By Joseph Bohn
Marketing Editor

Power steering and brakes are pretty nearly standard among domestic car models.

Where they are optional, their popularity continues to grow, an AUTOMOTIVE NEWS survey of domestic '83 models shows.

Other power equipment items like power side windows and rear window defrosters (some divisions call them defoggers) also continued gaining popularity on '83 models.

The industry installed power brakes in 93.83 percent of its domestic models, up from 89.92 percent in '82.

And it installed power steering in 90.62 percent of models, up from 88.15 percent the previous year.

Power side windows, which tend to fluctuate more or less with sales of more expensive and larger cars, also increased to a 38.75 percent penetration from 29.88 percent penetration in '82.

Finally, rear window defrosters showed a 60.19 percent penetration up from 55.50 percent in '82.

This option has been steadily growing in popularity over the years. It is still standard on only a few high-priced luxury lines.

O'Grady joins Chase

BALA CYNWYD, Pa.—Thomas F. O'Grady, formerly with General Motors in market anaylsis and forecasting, has joined Chase Econometrics as director of the auto industry forecasting service.

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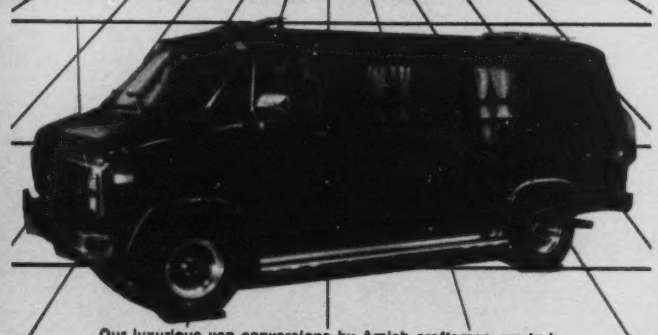

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POWER EQUIPMENT OPTIONS ON 1983 U. S. MODELS

	Power Brakes	% of Output	Power Steering	% of Output	Power Side Windows	% of Output	Rear Window Defroster	% of Output
AMERICAN MOTORS	159,935	100.00	97,365	60.88	6,752	0.42	118,315	73.98
Alliance	142,205	100.00	79,635	56.00	5,688	4.00	102,358	64.00
Eagle	17,730	100.00	17,730	100.00	1,064	6.00	15,957	90.00
CHRYSLER CORP.	857,029	100.00	774,460	90.37	196,469	22.92	526,002	61.38
Chrysler-Plymouth Total	528,084	100.00	486,137	92.06	169,398	32.08	354,274	67.09
Turismo	37,628	100.00	25,625	68.10	N.A.	.....	22,238	59.10
Horizon	57,164	100.00	34,013	59.50	N.A.	.....	29,840	52.20
Reliant	174,170	100.00	167,377	96.10	2,090	1.20	97,535	56.00
Gran Fury	15,739	100.00	15,739	100.00	2,251	14.30	9,931	63.10
Fifth Avenue	83,501	100.00	83,501	100.00	83,501	100.00	83,501	100.00
E-Class	43,305	100.00	43,305	100.00	16,456	38.00	30,573	70.60
LeBaron	78,970	100.00	78,970	100.00	31,667	40.10	48,014	60.80
New Yorker	37,607	100.00	37,607	100.00	33,433	88.90	32,642	86.80
Dodge Total	328,945	100.00	288,323	87.65	27,071	8.23	171,726	52.21
Omni	54,009	100.00	31,433	58.20	N.A.	.....	25,006	46.30
Charger	47,542	100.00	35,181	74.00	N.A.	.....	25,102	52.80
Aries	136,440	100.00	130,982	96.00	2,865	2.10	65,082	47.70
600	38,097	100.00	38,097	100.00	12,572	33.00	27,163	71.30
Diplomat	24,444	100.00	24,444	100.00	3,593	14.70	14,373	58.80
Dodge 400	28,413	100.00	28,186	99.20	8,041	28.30	15,002	52.80
FORD MOTOR	1,168,709	90.49	1,135,503	87.91	471,682	36.52	761,323	58.94
Ford Division	738,380	88.06	708,759	84.52	185,482	22.12	444,860	53.05
Escort	173,059	70.70	149,910	59.20	N.A.	.....	87,876	35.90
EXP	2,246	100.00	1,426	63.50	N.A.	.....	1,920	85.50
Mustang/Mustang II	117,005	96.80	117,851	97.50	31,549	26.10	59,470	49.20
LTD	144,496	100.00	144,207	99.80	38,580	26.70	94,645	65.50
Thunderbird	113,676	100.00	113,676	100.00	76,390	67.20	91,509	80.50
Crown Victoria	56,736	100.00	56,736	100.00	34,666	61.10	42,722	75.30
Fairmont	75,848	100.00	75,469	99.50	1,365	1.80	31,704	41.80
Tempo	55,314	100.00	54,484	98.50	2,932	5.30	35,014	63.30
L-M Division	430,329	94.98	426,744	94.19	286,200	63.17	316,463	69.85
Lynx	46,771	67.30	46,771	67.30	N.A.	.....	30,162	43.40
Capri	25,376	100.00	22,204	87.50	3,020	11.90	19,387	76.40
Marquis	67,358	100.00	67,358	100.00	29,974	44.50	42,099	62.50
Cougar	75,743	100.00	75,743	100.00	55,065	72.70	50,748	67.00
Grand Marquis	95,718	100.00	95,718	100.00	95,718	100.00	75,234	78.60
LN7	699	100.00	462	66.10	N.A.	.....	699	100.00
Topaz	17,596	100.00	17,420	99.00	1,355	7.70	11,613	66.00
Continental	16,831	100.00	16,831	100.00	16,831	100.00	16,831	100.00
Lincoln	53,381	100.00	53,381	100.00	53,381	100.00	42,598	79.80
Mark VI	30,856	100.00	30,856	100.00	30,856	100.00	27,092	87.80
GENERAL MOTORS	3,424,165	95.20	3,404,632	94.66	1,642,100	45.66	2,119,725	58.93
Buick Division	808,416	100.00	806,711	99.79	412,372	51.01	485,828	60.10
Skylark	104,647	100.00	104,647	100.00	11,930	11.40	59,335	56.70
Skyhawk J	63,152	100.00	61,447	97.30	5,873	9.30	38,523	61.00
Century	127,926	100.00	127,926	100.00	52,833	41.30	87,757	68.60
Regal	228,239	100.00	228,239	100.00	108,414	47.50	114,120	50.00
Buick	234,218	100.00	234,218	100.00	183,088	78.17	148,166	63.26
Riviera	50,234	100.00	50,234	100.00	50,234	100.00	37,927	75.50
Cadillac Division	292,814	100.00	292,814	100.00	290,479	99.20	217,062	74.13
Cimarron	19,294	100.00	19,294	100.00	16,959	87.90	19,294	100.00
Seville	30,430	100.00	30,430	100.00	30,430	100.00	25,986	85.10
Eldorado	67,416	100.00	67,416	100.00	67,416	100.00	50,833	75.40
Cadillac	175,674	100.00	175,674	100.00	175,674	100.00	121,039	68.90
Chevrolet Division	1,041,734	87.41	1,027,642	86.23	295,626	24.81	641,061	53.79
Chevette	23,569	13.90	28,317	16.70	N.A.	.....	65,282	38.50
Cavalier	218,588	100.00	197,166	90.20	24,482	11.20	111,698	51.10
Celebrity	105,923	100.00	105,923	100.00	19,066	18.00	62,813	59.30
Camaro	154,381	100.00	154,381	100.00	69,626	45.10	98,186	63.60
Citation	88,154	95.60	90,736	98.40	2,674	2.90	49,241	53.40
Malibu	117,426	100.00	117,426	100.00	9,277	7.90	63,880	54.40
Monte Carlo	96,319	100.00	96,319	100.00	39,106	40.60	48,737	50.60
Chevrolet	220,789	100.00	220,789	100.00	114,810	52.00	125,850	57.00
Corvette	16,585	100.00	16,585	100.00	16,585	100.00	15,374	92.70
Oldsmobile Division	916,583	100.00	915,686	99.90	497,407	54.27	554,914	60.54
Omega	53,926	100.00	53,926	100.00	4,961	9.20	31,978	59.30
Firenza	40,752	100.00	39,855	97.80	2,853	7.00	24,573	60.30
Cutlass	271,892	100.00	271,892	100.00	114,467	42.10	132,955	48.90
Cutlass/Ciera	169,650	100.00	169,650	100.00	69,048	40.70	114,174	67.30
Oldsmobile	340,758	100.00	340,758	100.00	266,473	78.20	218,085	64.00
Toronado	39,605	100.00	39,605	100.00	39,605	100.00	33,149	83.70
Pontiac Division	364,618	94.18	361,779	93.44	146,216	37.77	220,860	57.05
6000	68,451	100.00	68,451	100.00	32,234	47.09	44,671	65.26
2000	76,329	100.00	72,963	93.15	5,005	6.39	44,561	56.89
1000	4,034	15.53	6,206	23.89	N.A.	.....	12,456	47.95
Firebird	74,884	100.00	74,884	100.00	42,227	56.39	48,330	64.54
Phoenix	26,896	97.83	27,251	99.12	1,430	5.20	16,900	61.50
Grand Prix	40,165	100.00	40,165	100.00	24,573	61.18	18,392	45.79
Bonneville	54,414	100.00	54,414	100.00	27,049	49.71	25,781	47.38
Parisienne	17,445	100.00	17,445	100.00	13,698	78.52	9,761	55.95
VOLKSWAGEN	N.A.	.....	5,949	8.10	N.A.	.....	73,446	100.00
Total Cars, U. S.	5,609,838	93.83	5,417,909	90.62	2,317,003	38.75	3,598,811	60.19

NOTE: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

GM says its future is clouded

St. Louis fights to keep truck plant

By Jack Bernstein
Staff Correspondent

ST. LOUIS. — Mayor Vincent C. Schoemehl Jr. has established a committee of civic, community and labor leaders in an effort to make sure that General Motors doesn't close its 60-year-old light truck plant here, which employs 2,300 people.

Schoemehl took action when it appeared that relations between management and union had soured, primarily over the abandonment by UAW Local 25 of the Quality of Work Life program.

Earlier, the company had indicated that this facility might receive additional work from the Janesville (Wis.) plant that had been assembling pickup trucks. In addition, St. Louis was being considered for a new line of trucks after 1986.

Schoemehl is concerned about the loss of jobs and tax revenue and is said to have made a trip to Detroit to appeal to GM leaders. However, it is believed that he was informed that GM would pump no new money into the plant unless it was assured of labor harmony.

In recent years, some of the domestic auto manufacturers have become interested in quality circles and additional employe involvement since this had been regarded as a positive factor in increasing Japanese productivity.

However, it has become a local issue. The president of the local, Harold Gray, opposes the program on the basis that it will injure the union's seniority system.

Since Local 25 dropped the program in August, conditions reportedly have become worse with more confrontations and grievances about violations. GM officials have attempted to reinstate the program but have met with no success.

The company has made it clear that the St. Louis plant's future remains clouded. It is the only one of seven Truck and Bus Group plants operating without a Quality of Work Life program.